

GrandView District Communications Plan



Agenda

- Scope
- Storage
- Outreach
- Implementation



Scope

The communications plan for the GrandView District will serve 2 primary functions:

- Storage of information to maintain one central public electronic location for all documents related to the GrandView District SAP
- Address outreach efforts needed to gather information from the public including business owners and key stakeholders for the project

Plan should be transparent and involve members of our current Executive and Steering Committees



Storage

- Single interaction with Communications Department
- Organize all 2010/2011 information into one area: www.CityofEdina.com/GrandView
- Storage of all supporting or “playbook” materials (i.e. maps, traffic counts, current ownership, Park Board Survey, Edina inventory of current enterprises, historical context, etc.)



Current Storage

GRANDVIEW SMALL AREA GUIDE PROCESS

- > AGENDA
- > COUNCIL CONNECTION
- > ELECTION INFORMATION
- > MEETING MINUTES
- > WATCH A MEETING
- > HRA

> ADVISORY BOARDS & COMMISSIONS

- Art Center Board
- Bike Edina Taskforce
- Board of Appeal & Equalization
- Community Health Committee
- Energy & Environment Commission
- Heritage Preservation Board
- Human Rights & Relations Commission
- Park Board
- Planning Commission
 - Agenda
 - Meeting Minutes
 - Small Area Plan Process
 - Photo Gallery
 - Watch a Meeting
 - Zoning Ordinance Amendments
 - Transportation Commission
 - Zoning Board of Appeals
 - Application to Appointment

Public Works Site Redevelopment

The City Council used a small area guide process to determine the future of the existing Public Works site at 5146 Eden Ave. Members of the Planning Commission led an intensive, six-week-long process that is typically part of a Small Area Plan.



The process was one founded in interaction with the community, led by representatives of the community, with design direction provided by volunteer planning and design professionals who live in Edina. At the end of the small area guide process, the group adopted seven guiding principles for recommendation to the City Council:

1. Leverage publicly-owned parcels and civic presence to create a vibrant and connected district that serves as a catalyst for high quality, integrated public and private development.
2. Enhance the District's economic viability as a neighborhood center with regional connections, recognizing that meeting the needs of both businesses and residents will make the district a good place to do business.
3. Turn perceived barriers into opportunities. Consider

The Council is expected to act on the recommendation later this year. The Public Works Department is expected to move into its new facility and vacate the Eden Avenue property in July.



You'll need version 3.01 or later of Adobe **Acrobat Reader™** to view this document.

[Schedule](#)

Download the schedule for the small area guide process.

[Presentation](#)

Download a presentation on the small area guide process.

[May 18](#)

[Presentation](#)

Download a presentation made at the May 18 Work Session with the City Council.

[CAT Job](#)

[Descriptions](#)

Download job descriptions for the Community Advisory Team members.

[Design Team](#)

[Job](#)

[Descriptions](#)

Download job descriptions for the Design Team members.

[CAT Members](#)

Download a listing of the CAT members.

[Design Team](#)

[Members](#)

Download a listing of the Design Team members.

[Grandview](#)

[District Report](#)

Download the Grandview District Report

Kick-Off Meeting April 8, 2010

[Agenda](#)

Download an agenda from the April 8 kick-



Edina GrandView District Small Area Plan

Outreach Short Term June-July

- Encourage all members of current Committees & applicable Boards and Commissions to sign up for City Extra and establish a subscription for GrandView District SAP (200 users to date for GrandView Subscription)
- Encourage all Facebook and Twitter users to “Like” or “Follow” City of Edina (City’s official Facebook will re-launch on June 13---become a “fan”)
- Engage Edina School Board with Communications Plan in person or via School Board Rep
- Engage applicable Boards and Commissions with updates

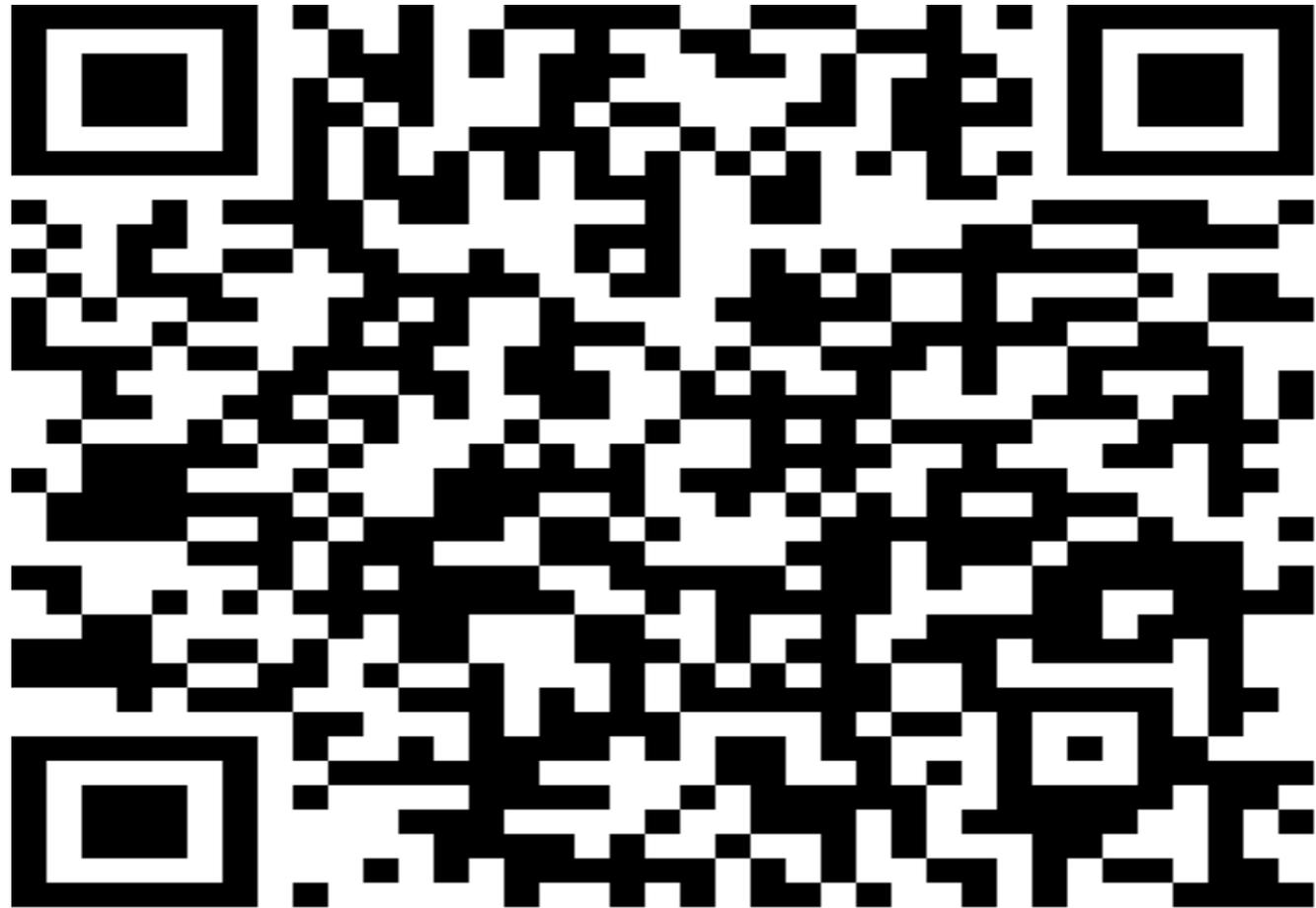


Outreach Long Term July-Fall

- Summer Intern GrandView “walkabout”
- Develop Survey Monkey to be distributed via City of Edina website, City Extra, personal email lists and social media sites
- QR Code for Smart Phones
- Aug 2nd “Edina Night to Unite”
- “About Town Article” for October publication
- Solicit local groups for “GrandView Stump Speeches”
 - Rotary Club
 - Neighborhood Associations
 - School Groups
 - Senior Center
 - Church Groups
- Fall Open House and/or Small Business Open House



GrandView QR Code



Edina GrandView District Small Area Plan

EDINA CITIZEN ENGAGEMENT



HOME/BLOG

ABOUT

CONTACT

CITIZEN ENGAGEMENT RESOURCES

PARTICIPATION GUIDELINES

Engagement Projects ▾

City of Edina's Facebook page: now ready to be liked

BY GRIFF WIGLEY, ON JUNE 13TH, 2011

The City of Edina **tweeted this earlier today:**

The City of Edina now has a Facebook fan page! "Like" us and keep up with all the City's happenings: <http://www.facebook.com/edinamn>



SOCIAL MEDIA



ENGAGEMENT PROJECTS



**Southdale Center
Economic Development**

RECENT COMMENTS

- ◊ **City of Edina's Facebook page: now ready to be liked (1)**
 - ◊ Griff Wigley: Although this Edina Citizen Engagement (ECE) project currently has its own Twitter account,...
- ◊ **Participation guidelines page now up (6)**



2012 Budget



Edina GrandView District Small Area Plan

Questions



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